

R. H. Macy &amp; Co.

## Descriptions of the Garments in the Picture

**A. POIRET TWILL** is the fashionable fabric that makes this woman's dress. It has long, slender lines quite in keeping with all that the mode demands. The cross tucking is a new and smart feature. But newer still is the narrow panel of colorful embroidery, bordered on both sides with closely placed covered buttons. \$79.75

**B. TRICOLETTE AND DUVETYN**, one of the softest and loveliest combinations of fabrics ever conceived, have been beautifully fashioned in this miss's cape. The throw collar and unusual triangular pockets add to its smartness and proclaim it original. \$109.00

**C. TAFFETA** is popular in dress-up coats for girls. This model, for a girl of 6 to 10 years, is smocked in front and back to suggest a yoke effect, and is finished with a large youthful collar of very sheer organdie and very fine lace. \$21.74

**D. ARTISTIC** in color combination, in drapery, and in fashioning is this wrap—a triumph of American costume design. It is of rich henna satin charmeuse with the upper part of Georgette of the same lovely hue embroidered in silver and gold metallic thread. The lining, a glorious jade green, gives the note of individuality to the color scheme. \$185.00

**E. UNCUT FRINGE** adds grace to an already graceful cape for a woman. It is tan velour with a clever pointed waistcoat and becomingly draped collar. The uncut fringe forms a banding, a trimming and a smart contrast. \$94.75

**F. A DEAR LITTLE COAT** as fine as this is none too fine for a baby girl. It is of beige Georgette crepe over the loveliest shade of pink silk. It is tucked and hand stitched and trimmed with a touch of tinted lace—so dainty! \$33.75  
The shirry little hat is also Georgette, trimmed with silk straw, tinted lace, fibre ribbons and wee flow-ers. \$10.74

**G. YOUTHFUL AS CAN BE** for a miss is this charming frock of navy tricotine with blouse that has lines as carefree as a middy, yet as smart as fashion demands. Closely worked soutache braid trims the round neck and sleeves, while the skirt is handsomely embroidered in silk. A heavy rope girdle belts the waist. \$98.75



## What Shall the Easter Costume Be?

**TWO WEEKS MORE UNTIL EASTER!** The long time for planning made possible by a late Easter gives every opportunity for completing the preparations for one's wardrobe before Spring makes her formal debut into the Fashion world.

There are momentous questions to be decided. Shall it be a suit with blouses or a dress and wrap? Shall the Easter hat be large or small, a similar or contrasting shade to one's costume? What sort of shoes will be smartest?

What accessories, most tastefully selected, will give to one's costume that indescribable something known as "individuality"? Then the ensemble must be considered—its harmony, its congruity.

In this store there is every fashion element to make your Easter costume a success in smartness. From the larger articles of apparel to the smallest accessories such consistent good taste has been exercised in their selection that your choice, in turn, cannot fail to be correct.

**K. BOYS' SUIT** of very fine quality navy serge with two patch and two flap pockets. A suit to make a boy look like a "little gentleman." \$19.74

**L. A WEE FROCK** of Georgette crepe with dear little ruffles. Notice the way in which the sashes tie at both sides instead of in back in the conventional way. It is over a silk slip, pink or blue. \$15.49

## The Hat

is a smart, high-side Turban. It is of fine black Milan straw with cords of satin at the edge. The unusually graceful fancy is of black burnt feathers, and artistically curled. \$28.50

*And most important—you will find apparel, as all other things at this store, consistently lower priced than elsewhere.*

**M. THERUFFLES** are the charming part of this net frock, and all the more charming because each one is edged with a narrow satin ribbon. It is a dear little Empire style with very high-waisted girdle. \$12.49

**N. A GEORGETTE COAT** is a lovely thing for a baby girl, especially when it is a delectable shade of pink, when the miniature collar is hand scalloped and hand embroidered, when the yoke is hand smocked and when the silk lining and satin rosette just match. \$29.75  
The fairy hat is of pink Georgette, all shirred, with a brim of soft white ostrich feathers. \$12.74

**O. COPY OF A MARTIAL ET ARMAND MODEL**, this smart new collarless suit. The coat is slashed in a new and clever fashion. In between its double braid bindings is a line of white, giving a deft Spring touch wherever it appears. A narrow cotton fringe, hardly visible, edges the batiste lining in front. \$114.00

**H. A MISS** would be charmed with this suit, fashioned on sport lines yet finished to be appropriate for dress purposes. It is of check wool velour with soft pleated ruffings of white Georgette crepe. \$59.75

**J. COPY OF A JENNY MODEL**, this woman's suit boasts a combination of fabrics as unique as it is smart. It is of navy tricotine combined with silver gray crepe de chine. The collar is set in with painstaking hand pipings of the crepe de chine. The beauty and grace of this suit lie in its simplicity of line and tasteful lack of trimming. \$139.00

## Accessories

**"MAKE"** a costume. Every woman knows that. A hat is more becoming if the veil is flattering. The costume appears more slender if the umbrella is smart. The face is framed in a more artistic setting if the neckwear is well chosen. The costume is correct in its ensemble only when the shoes and hose are right. This store holds the key to the secret of accessories. In all those departments where accessories are sold you will find the latest expression of the mode in all those little things that mean so much to a costume—those little things by which the personality of a woman is identified.

**NECKWEAR**—Vest, tabliers, collar and cuff sets, stock and jabots, fashioned of rich brocaded silks, tricolette, moire silk, Georgette, organdie and net. Trimmings of contrasting color, braid, pleatings and lace. 89c to \$18.89

**VEILS AND VEILING**—The new "Mitzi" veil with wide band of taffeta fastening with a tiny bow at the back, wide mesh veils with all-over scroll design or scroll border. Imported French veils in distinctive patterns. Veilings with chenille dots in the same or contrasting shades; the popular "trench" veil; Shetland veils. Brown, navy and black are the popular colors most in demand. 48c to \$5.39 yd.

**HANDBAGS**—Wonderful soft ones of beads, made abroad, and really works of art. Fine bead bags of American manufacture. Batik dyed bags of silk duvetyn picturing scenes of the war country, Chateau Thierry, Ypres, Rheims, and Louvain. Silk bags of unusual design. New frames with change purse on the outside so that the bag does not have to be opened for carfare. Glove mocha bags—an exceptional collection. Prices moderate.



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Herald Square

New York